



**Proposal Document**



*...for an Italian night at the...*

**PUB • GOLF CLUB • THEATRE • SOCIAL CLUB**

*...or wherever you're enjoying Pizza Sorrento!*

**Natural**

**Authentic**

**Bellissimo!**





Introducing...

# HIRE-INNOVATION

hi

Do you want to grab your own slice of the pizza market in 2017? Are you looking for a low-cost, high-margin oven solution that lets you put incredible **authentic Italian pizza** on your menu – without the need for any specialist skills?

If the answer to either of those questions is a resounding "YES!", then we think you'll want to know all about the latest rental concept from **Hire-Innovation** – one with the potential to transform your business in 2017 and beyond!

Together with our partners **Pizza Sorrento**, we invite you to discover our innovative pizza solution – the ultimate combination of our high-performance cooking appliances and outstanding pizza made to an Italian family recipe.

Our transformative on-trend food solutions are designed to take the performance of your business up to that next level. So, why not let us take you through what makes our **Pizza Sorrento** proposition such a compelling one.

We're helping more and more people and businesses across the UK and Ireland to **#AimHire**. Today, it can be your turn!



Introducing...

# PIZZA SORRENTO

The company was established by Giorgio Lisi and Stephen Carr in 2012, but there's much more to the **Pizza Sorrento** story than that. It's a story that dates back seven decades, to the town of Sorrento on Italy's beautiful Amalfi coast.

After learning his trade in the family bakery, Giorgio came to Ireland with the aspiration of setting up his own baking company. That dream became reality in 2009 – supplying high quality Italian breads to businesses across Dublin.

In Pizza Sorrento, Giorgio's outstanding bakery expertise has gone into creating the finest quality, authentic Italian stone-baked pizzas. Since 2012, more and more people in Ireland have been able to sample a taste of Sorrento.

The company's growing customer base in the foodservice and retail markets is a shining testament to the popularity of its pizzas. Pizza Sorrento is the perfect fusion of artisan Italian baking techniques and local Irish heritage.



# WHY PIZZA SORRENTO?







# PIZZA SORRENTO: RENTAL PACKAGE

## THE PACKAGE:

- Easy-Cook Oven
- Authentic Bases
- Beautiful Sauces
- Fresh Ingredients

(Mozzarella, Pepperoni, Tomatoes & More...)

## THE BREAKDOWN:

- €29 rental per week
- 6+ pizza sales a week = profit
- High Money Margin
- No Up-Front Capital Investment
- No Unexpected Charges
- Full Service/Maintenance Cover



# PIZZA SORRENTO: THE OVEN

The fast-cooking oven that comes as part of your rental package is an appetising prospect in itself. Not only is this an unbelievably user friendly pizza cooking oven, it also hits the heights in terms of efficiency and results.

“Cook **TWO** restaurant-quality pizzas to perfection in just **THREE** minutes!”

## Key Features Of Your Pizza Sorrento Oven:

- Purpose-built for speed and quality of finish
- Quick, efficient and incredibly simple-to-use
- Can be located absolutely anywhere on site
- Plug & Go – Works with any standard socket
- No extraction hood required
- Consistent high temperatures delivers light, beautifully-textured, authentic Italian pizza
- Fully-insulated to minimise heat loss
- Low kilowatt/hour usage = low running costs
- The promise of an incredible pizza theatre!





# PIZZA SORRENTO: THE INGREDIENTS

For the authentic Italian pizza experience that everyone wants a taste of, there are three important components: The artisan sourdough base, the salivating sauce and the freshest toppings. And this is how you can get the latter.

The toppings listed below are the ones we believe make for a taste sensation with your Pizza Sorrento creations. For each one, we've sourced the supplier that we trust to deliver on freshness and quality for the ultimate pizza...

## Your Pizza Sorrento Toppings

- Grated Premium Pizza Mozzarella Cheese
- Buffalo Milk Mozzarella Cheese
- Monterey Jack Grated Cheese
- Pizza Ham (Stamp or Julienne Cut)
- Classic Sliced Pepperoni
- Prosciutto Crudo Sliced
- Chorizo Salami Sliced
- Sun-Blushed Tomatoes
- Sliced Jalapeno Chillis
- Sliced Black Olives



# PIZZA SORRENTO: THE POSSIBILITIES!

## ● MARGARITA ●



## ● ELECTRA ●



## ● DIAVOLO ●



## ● MONTAGNA ●



## ● THREE CHEESE ●



### Ingredients

Base	180g
Sauce	100g
Mozzarella	125g
Approx. Total Weight	405g

### Ingredients

Base	180g
Sauce	100g
Mozzarella	110g
Ham	30g
Pineapple	20g
Approx. Total Weight	440g

### Ingredients

Base	180g
Sauce	100g
Mozzarella	110g
Ham	30g
Pepperoni	20g
Approx. Total Weight	440g

### Ingredients

Base	180g
Sauce	100g
Mozzarella	110g
Chicken	25g
Ham	25g
Pepperoni	25g
Approx. Total Weight	465g

### Ingredients

Base	180g
Sauce	100g
Mozzarella	120g
Buffalo Mozzarella	50g
Grated Parmesan	30g
Approx. Total Weight	480g

## Business Breakdown

Approx. Total Cost	€2.10
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### RETAIL MARKET:

Approx. Sale Price	€4.95
Margin Percentage	57%
Profit Per Pizza Sale	€2.85

### HOSPITALITY MARKET:

Approx. Sale Price	€6.95
Margin Percentage	70%
Profit Per Pizza Sale	€4.85

Approx. Total Cost	€2.60
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### RETAIL MARKET:

Approx. Sale Price	€5.95
Margin Percentage	56%
Profit Per Pizza Sale	€3.35

### HOSPITALITY MARKET:

Approx. Sale Price	€8.95
Margin Percentage	70%
Profit Per Pizza Sale	€6.35

Approx. Total Cost	€2.95
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### RETAIL MARKET:

Approx. Sale Price	€6.50
Margin Percentage	55%
Profit Per Pizza Sale	€3.55

### HOSPITALITY MARKET:

Approx. Sale Price	€8.95
Margin Percentage	67%
Profit Per Pizza Sale	€6.00

Approx. Total Cost	€2.95
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### RETAIL MARKET:

Approx. Sale Price	€6.50
Margin Percentage	55%
Profit Per Pizza Sale	€3.55

### HOSPITALITY MARKET:

Approx. Sale Price	€8.95
Margin Percentage	67%
Profit Per Pizza Sale	€6.00

Approx. Total Cost	€2.90
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### RETAIL MARKET:

Approx. Sale Price	€6.50
Margin Percentage	55%
Profit Per Pizza Sale	€3.60

### HOSPITALITY MARKET:

Approx. Sale Price	€8.95
Margin Percentage	67%
Profit Per Pizza Sale	€6.05



“ Sorrento Pizza has added a genuine foodie experience to our business. The handmade, artisan base has allowed our team to offer a real, **restaurant-quality product** to all of our customers in an easy, cost-effective manner consistently – all day, every day.

With the Sorrento pizza oven, we can now offer an **authentic Italian pizza experience** to customers within 10 minutes of ordering. This is a real success story for our business!

*Grazie Mille, Pizza Sorrento!* ”

**PASCAL BUGLER**, Proprietor  
Buglers Public House, Rathfarnham, Dublin 16





Now **YOU** can offer your customers  
an authentic slice of Italy – fresh, tasty  
stone-baked pizza cooked in minutes

**HIGH MARGINS – MINIMUM COST**  
• A stunning business proposition •

Are you ready to #AimHire and grab  
**YOUR** own slice of a mouthwatering  
pizza market? Discover more today...



Are You Ready To #AimHire?



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